

ORDER



Orders
Order / Rev: 211065
Alt Order #: 6859693
Product Desc: UPTON DOE ALL OF US
Estimate: 3238
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 09/28/12 / 10/26/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency Name: National Media
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Upton for All of Us
Demographic: A35+
Product Codes: PL1
Priority: P4
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: IN16589
Agency External ID: IN302/SP102/SP1137/AL1713/MO2553

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	67	\$31,725.00	\$26,966.25
10/29/12	10/29/12	13	\$6,375.00	\$5,418.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	67	\$31,725.00	\$26,966.25	0.00
November 2012	13	\$6,375.00	\$5,418.75	0.00
Totals	80	\$38,100.00	\$32,385.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOOD	10/23/12	10/26/12	5am Daybreak 5am Daybreak	CM	5a-6am	- TWTF - -	:30	4	\$150.00	P4	0.00	NM	4	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					4	\$150.00		0.00			
E 2	WOOD	10/29/12	10/29/12	5am Daybreak 5am Daybreak	CM	5a-6am	M- - - - -	:30	1	\$150.00	P4	0.00	NM	1	\$150.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M- - - - -					1	\$150.00		0.00			
E 3	WOOD	10/23/12	10/26/12	6am Daybreak 6am Daybreak	CM	6-7a	- TWTF - -	:30	8	\$400.00	P4	0.00	NM	8	\$3,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- TWTF - -					8	\$400.00		0.00			
E 4	WOOD	10/29/12	10/29/12	6am Daybreak 6am Daybreak	CM	6-7a	M- - - - -	:30	2	\$400.00	P4	0.00	NM	2	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M- - - - -					2	\$400.00		0.00			
E 5	WOOD	10/23/12	10/26/12	Today Show M-F Today Show	CM	658-9a	- TWTF - -	:30	4	\$650.00	P4	0.00	NM	4	\$2,600.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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Advertiser: POL/Upton for All of Us
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WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	WOOD	10/23/12	10/26/12	Today Show M-F Today Show	CM	658-9a	- TWTF - -	:30	4	\$650.00	P4	0.00	NM	4	\$2,600.00
TODAY SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 - TWTF - - 4 \$650.00 0.00															
E 6	WOOD	10/29/12	10/29/12	Today Show M-F Today Show	CM	658-9a	M- - - - -	:30	1	\$650.00	P4	0.00	NM	1	\$650.00
TODAY SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 M- - - - - 1 \$650.00 0.00															
E 7	WOOD	10/27/12	10/27/12	Daybreak Sat @6am Daybreak Sat 6am	CM	6-7a	- - - - - S-	:30	2	\$150.00	P4	0.00	NM	2	\$300.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 - - - - - S- 2 \$150.00 0.00															
E 8	WOOD	10/27/12	10/27/12	Daybreak Sat @7am Daybreak Sat@7am	CM	658-8a	- - - - - S-	:30	2	\$275.00	P4	0.00	NM	2	\$550.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 - - - - - S- 2 \$275.00 0.00															
E 9	WOOD	10/27/12	10/27/12	Today Show Sa Today Show Saturday	CM	758-10a	- - - - - S-	:30	2	\$375.00	P4	0.00	NM	2	\$750.00
SAT TODAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 - - - - - S- 2 \$375.00 0.00															
E 10	WOOD	10/28/12	10/28/12	Daybreak Sun @6am Daybreak Sun @6am	CM	6-7a	- - - - - S	:30	2	\$125.00	P4	0.00	NM	2	\$250.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 - - - - - S 2 \$125.00 0.00															
E 11	WOOD	10/28/12	10/28/12	Daybreak Sun @7am Daybreak Sun @7am	CM	658-8a	- - - - - S	:30	2	\$250.00	P4	0.00	NM	2	\$500.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 - - - - - S 2 \$250.00 0.00															
E 12	WOOD	10/28/12	10/28/12	Today Show Su Today Show Sunday	CM	758-9a	- - - - - S	:30	1	\$600.00	P4	0.00	NM	1	\$600.00
SUN TODAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 - - - - - S 1 \$600.00 0.00															
E 13	WOOD	10/23/12	10/26/12	Noon News News 8 @ Noon	CM	12-1p	- TWTF - -	:30	4	\$225.00	P4	0.00	NM	4	\$900.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 - TWTF - - 4 \$225.00 0.00															
E 14	WOOD	10/29/12	10/29/12	Noon News News 8 @ Noon	CM	12-1p	M- - - - -	:30	1	\$225.00	P4	0.00	NM	1	\$225.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 M- - - - - 1 \$225.00 0.00															
E 15	WOOD	10/23/12	10/26/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	- TWTF - -	:30	4	\$675.00	P4	0.00	NM	4	\$2,700.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 - TWTF - - 4 \$675.00 0.00															
E 16	WOOD	10/29/12	10/29/12	M-F 5p News M-F News 8 @ 5p	CM	5-530p	M- - - - -	:30	1	\$1,150.00	P3	0.00	NM	1	\$1,150.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 M- - - - - 1 \$1,150.00 0.00															
E 17	WOOD	10/23/12	10/26/12		CM	6-630p	- TWTF - -	:30	4	\$1,125.00	P4	0.00	NM	4	\$4,500.00

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WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 6p News											
				M-F News 8 @ 6p											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- TWTF - -		4			\$1,125.00		0.00				
E 18	WOOD	10/29/12	10/29/12	M-F 6p News	CM	6-630p	M- - - - -	:30	1	\$1,125.00	P4	0.00	NM	1	\$1,125.00
				M-F News 8 @ 6p											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M- - - - -		1			\$1,125.00		0.00				
E 19	WOOD	10/29/12	10/29/12	Noon News	CM	12-1p	M- - - - -	:30	1	\$225.00	P4	0.00	NM	1	\$225.00
				News 8 @ Noon											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M- - - - -		1			\$225.00		0.00				
E 20	WOOD	10/27/12	10/27/12	Daybreak Sat @ 6am	CM	6-7a	- - - - - S-	:30	1	\$350.00	P3	0.00	NM	1	\$350.00
				Daybreak Sat 6am											
				MARANDA: WHERE U LIVE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- - - - - S-		1			\$350.00		0.00				
E 21	WOOD	10/28/12	10/28/12	FB Night in Amer Pre Ga	CM	7-8p	- - - - - S	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
				Football Night in America		(7:00 PM-8:00 PM)									
				NFL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- - - - - S		1			\$500.00		0.00				
E 22	WOOD	10/23/12	10/26/12	LN M-F	CM	11-1135p	- TWTF - -	:30	4	\$900.00	P4	0.00	NM	4	\$3,600.00
				M-F News 8 @ 11											
				LATE NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- TWTF - -		4			\$900.00		0.00				
E 23	WOOD	10/29/12	10/29/12	LN M-F	CM	11-1135p	M- - - - -	:30	1	\$900.00	P4	0.00	NM	1	\$900.00
				M-F News 8 @ 11											
				LATE NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M- - - - -		1			\$900.00		0.00				
E 24	WOOD	10/27/12	10/27/12	LN Sa	CM	11-1130p	- - - - - S-	:30	1	\$900.00	P4	0.00	NM	1	\$900.00
				Saturday News 8 @ 11											
				LATE NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- - - - - S-		1			\$900.00		0.00				
E 25	WOOD	10/28/12	10/28/12	NFL 11p News	CM	1130-12a	- - - - - S	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
				Sun 11p News (NFL)											
				LATE NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- - - - - S		1			\$500.00		0.00				
E 26	WOOD	10/23/12	10/26/12	Tonight Show/Jay Leno	CM	1135-1235a	- TWTF - -	:30	4	\$300.00	P4	0.00	NM	3	\$900.00
				Tonight Show w/ Leno											
				TONIGHT SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- TWTF - -		3			\$300.00		0.00				
E 27	WOOD	10/29/12	10/29/12	Tonight Show/Jay Leno	CM	1135-1235a	M- - - - -	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
				Tonight Show w/ Leno											
				TONIGHT SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	M- - - - -		1			\$300.00		0.00				
E 28	WOOD	10/27/12	10/27/12	SNL	CM	1130p-103a	- - - - - S-	:30	2	\$600.00	P4	0.00	NM	2	\$1,200.00
				Saturday Night Live		(11:30 PM-1:00 XM)									
				SNL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	- - - - - S-		2			\$600.00		0.00				
E 29	WOOD	10/28/12	10/28/12		CM	6-7p	- - - - - S	:30	2	\$750.00	P4	0.00	NM	2	\$1,500.00

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WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sun 6p News 8											
				Sun News 8 @6p											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					2	\$750.00		0.00			
E 30	WOOD	10/23/12	10/26/12	M-F 7-730p	CM	7-730p	-TWTF--	:30	4	\$450.00	P4	0.00	NM	4	\$1,800.00
				Inside Edition											
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--					4	\$450.00		0.00			
E 31	WOOD	10/29/12	10/29/12	Today Show 3	CM	10-11a	M-----	:30	1	\$400.00	P3	0.00	NM	1	\$400.00
				Today Show 3											
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$400.00		0.00			
E 32	WOOD	10/26/12	10/26/12	Fri Hour 1	CM	8-9p	----F--	:30	1	\$750.00	P4	0.00	NM	1	\$750.00
				Friday 8-9p											
WHITNEY/COMM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$750.00		0.00			
E 33	WOOD	10/23/12	10/26/12	M-F 730-8p	CM	730-8p	-TWTF--	:30	4	\$400.00	P4	0.00	NM	4	\$1,600.00
				Access Hollywood											
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--					4	\$400.00		0.00			
E 34	WOOD	10/29/12	10/29/12	M-F 730-8p	CM	730-8p	M-----	:30	1	\$400.00	P4	0.00	NM	1	\$400.00
				Access Hollywood											
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$400.00		0.00			
E 35	WOOD	10/27/12	10/27/12	Sat 7-8p	CM	7-8p	-----S-	:30	1	\$150.00	P4	0.00	NM	1	\$150.00
				Access Hollywood Wknd											
ACCESS HOLLYWOOD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$150.00		0.00			
N 36	WOOD	10/23/12	10/26/12	Today Show 2	CM	9-10a	-TWTF--	:30	1	\$300.00	P4	0.00	NM	1	\$300.00
				Today Show 2											
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--					1	\$300.00		0.00			
N 37	WOOD	10/23/12	10/26/12	Today Show 3	CM	10-11a	-TWTF--	:30	1	\$200.00	P4	0.00	NM	1	\$200.00
				Today Show 3											
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-TWTF--					1	\$200.00		0.00			
N 38	WOOD	10/26/12	10/26/12	Fri 430-5a	CM	430a-5a	----F--	:30	1	\$25.00	P5	0.00	NM	1	\$25.00
				WOOD News @430a											
MARANDA: WHERE U LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$25.00		0.00			
N 39	WOOD	10/29/12	10/29/12	WOOD News @430am	CM	430-5a	M-----	:30	1	\$50.00	P4	0.00	NM	1	\$50.00
				WOOD News @ 430am											
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$50.00		0.00			
													Totals	80	\$38,100.00